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INTERNATIONAL BODY LANGUAGE DE CODE

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Each country has its own non-verbal means of communication. In the same time there are international gestures that do not depend on cultural characteristics and are understood the same everywhere. Analyzing the performances of famous personalities, audience can understand their intentions and whether they are telling the truth. Businessmen, politicians and actors know the secrets of body language to effectively influence the audience.

A striking example is Donald Trump – the President of the United States and a well-known businessman. His distinctive gesture is a handshake. By following them, it is possible to draw conclusions about how people relate to each other. To squeeze a hand and for a long time not to let go symbolizes about sincere sympathy. A more neutral and restrained handshake the interlocutors are poorly now. A very strong handshake can knock a partner out of a rut.

A characteristic gesture of the Portuguese football player - Cristiano Ronaldo is a nod. This gesture is a way to achieve mutual understanding and trust. Twitter founder Jack Dorsey tilts his head down during his interviews and supposedly closes his eyes. This can be a sign of concentration and listening to yourself. If the speaker raises his eyes it speaks of fantasizing, which is not the most successful gesture.

The founder and chairman of the Alibaba Group board of directors, Jack Ma, underlines every word with a gesture. In this the pressure and confidence are read, but there is no place for dialogue with the audience. Billionaire Mikhail Friedman demonstrates self-confidence and his social status with his legs crossed.

In conclusion, it can be added that knowing how to decipher the gestures of famous people, as the way to learn a lot about their thoughts, intentions, restraining the true movements. A feature of the body language is that its manifestation is due to the impulses of our subconscious, and the lack of the ability to fake these impulses allows us to trust this language more than the usual, verbal way of communication. Forging and imitating body language over a long period of time is difficult, but it is useful to learn how to use positive, open gestures to successfully communicate with other people, and to get rid of gestures that have a negative tinge.

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MONITORING OF FINANCIAL AND ECONOMIC SAFETY OF HOTEL INDUSTRY ENTERPRISES IN THE CONTEXT OF DEVELOPMENT OF THE REGION'S TOURIST SECTOR

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In the conditions of integration of economy of Ukraine into the world economic space and in line with the globalization of the tourist services market, studying of the prospects for functioning of tourist enterprises as well as the directions for effective using of financial resources is of paramount importance. Positive trends in the development of the tourism sector are closely linked to intensive integration ties, increasing standards of living, large-scale investment, and increasing mobility of the population. With the moving the borders of the European Union to Ukraine, additional opportunities for the long-term development of tourism and recreation industry have been created. An important component of tourism is the hotel industry. The hotel industry is beneficial from all sides (direct or indirect) for the regions involved in this process.

In the conditions of strengthening regionalization and decentralization of power in the regions of the country, the hotel business, on the one hand, becomes an effective means of forming a market mechanism of management, the receipt of significant funds to the budget, creation of highly-paid jobs, and, on the other, improving the quality of life of the Ukrainian citizens. In order to ensure the effectiveness of such a process, the need to improve the quality of the processes of organization and management of the hotel industry in the regions, the provision of development of enterprises of the hotel complex in terms of ensuring their financial and economic security is obvious.

In connection with this, the problem of financial and economic security of hotel enterprises and its monitoring becomes more and more acute. This is due to the increased competition in the market, lack of financial resources to maintain the liquidity of the enterprises, a large number of unprofitable and bankrupt enterprises,